



WUPW

Print Date: 05/30/12

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Contract / Revision 770861 Flight Dates 05/23/12-05/29/12

Hiatus Dates

Original Date / Revision 05/18/12/ 05/21/12

Order Sep 00:15:00

Advertiser Crossroads GPS

Product Crossroads GPS-B

Estimate # 577

| Ln     | Ch   | Start             | End             | Inventory Code                           | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |          |
|--------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|----------|
|        |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | Spots  | Amount   |
| E 4    | WUPW | 05/24/12          | 05/24/12        | Late News M-F<br>Fox Toledo News at 10PM | Comm  | 10-11p         | ---1--- | :30 | 1                 | \$175.00    | P 5 | 0.00          | NM   | 1      | \$175.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
| Week:  |      | 05/21/12          | 05/27/12        | ---1---                                  |       |                |         |     | 1                 | \$175.00    |     | 0.00          |      |        |          |
| E 5    | WUPW | 05/29/12          | 05/29/12        | Late News M-F<br>Fox Toledo News at 10PM | Comm  | 10-11p         | -1----- | :30 | 1                 | \$175.00    | P 5 | 0.00          | NM   | 1      | \$175.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
| Week:  |      | 05/28/12          | 06/03/12        | -1-----                                  |       |                |         |     | 1                 | \$175.00    |     | 0.00          |      |        |          |
| E 6    | WUPW | 05/24/12          | 05/24/12        | Seinfeld - A 11-1130p M-F<br>Seinfeld    | Comm  | M-F 11-1130p   | ---1--- | :30 | 1                 | \$60.00     | P 6 | 0.00          | NM   | 1      | \$60.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
| Week:  |      | 05/21/12          | 05/27/12        | ---1---                                  |       |                |         |     | 1                 | \$60.00     |     | 0.00          |      |        |          |
| E 7    | WUPW | 05/28/12          | 05/28/12        | Seinfeld - A 11-1130p M-F<br>Seinfeld    | Comm  | M-F 11-1130p   | 1-----  | :30 | 1                 | \$60.00     | P 6 | 0.00          | NM   | 1      | \$60.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |          |
| Week:  |      | 05/28/12          | 06/03/12        | 1-----                                   |       |                |         |     | 1                 | \$60.00     |     | 0.00          |      |        |          |
| Totals |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | 7      | \$745.00 |